



WYOMING DEPARTMENT OF REVENUE LIQUOR DIVISION POLICY & PROCEDURE

Revised 10/09

CRITERIA AND DELISTING PROCESS

When reviewing items to flag as on “WATCH” the following criteria is used:

Review average sales within each product category, size, and price range;
Review all items selling less than 10 cases per month;
Flag weakest selling items, and items with substantially lower averages within specific category;
Review items carried in multiply sizes; identify the size with weakest case/dollar sales;

Criteria:

- Distilled Spirit Category – flag items selling less than \$500.00 per month;
- Domestic Wine Category (common varietals) - flag items selling less than \$1000.00 or less than 1 tier (14 cases) per month;
- Imported Wine Category (saturated categories) – flag items selling less than 10 cases or items with case/dollar sales less than specific category average;

The Wyoming Liquor Division has the discretion to maintain or “DELIST” products in each product category.

Delisting Process:

- In the event a product does not meet the above sales criteria the product is put on “WATCH”.
- WLD will notify the industry representative and the supplier in writing advising the product is on “WATCH”.
- If the product does not meet the sales criteria by the next listing meeting the product will be “DELISTED” - NO EXCEPTIONS!
Example: November new listing meeting, April, May, & June average must meet WLD criteria or item will be “DELISTED”.
- If product is “DELISTED”, WLD will notify the industry representative and supplier in writing. The industry representative is required to take immediate action and set high priority measures to deplete current inventory ASAP. It is WLD’s expectation that all “Delisted” inventory is depleted prior to the next listing period.

Note - Product that reappears on a subsequent “Watch” list for a 3rd time will automatically be “DELISTED”.